BIBA is the UK’s leading general insurance intermediary organisation representing the interests of insurance brokers, intermediaries and their customers.
The British Insurance Brokers’ Association (BIBA) is the UK’s leading general insurance intermediary organisation representing the interests of insurance brokers, intermediaries and their customers.

BIBA membership includes just under 2,000 regulated firms having merged with the Institute of Insurance Brokers (IIB) in November 2011.

General insurance brokers contribute 1% of GDP to the UK economy and BIBA brokers employ more than 100,000 staff.

53% of all general insurance is sold by an insurance broker and they arrange 81% of all commercial insurance business.

Insurance brokers put the client’s interests first, providing advice, access to suitable insurance protection and risk management.

BIBA helps more than 400,000 people a year to access insurance protection through its Find a Broker service, both online and via the telephone.

BIBA is the voice of the industry advising members, the regulators, consumer bodies and other stakeholders on key insurance issues. BIBA provides unique schemes and facilities, technical advice, guidance on regulation and business support and is helping to raise, and maintain, industry standards.

To find your nearest BIBA broker visit the ‘Find a Broker’ section of the BIBA website, www.biba.org.uk or call BIBA’s consumer helpline on 0870 950 1790

You can follow BIBA on Twitter at BIBAbroker or on LinkedIn

www.biba.org.uk
## Advertising Rates

### DISPLAY ADVERTISING:
- **FULL PAGE**
  - Colour: £1,135
- **HALF PAGE**
  - Colour: £755
- **QUARTER PAGE**
  - Colour: £425

### SPECIAL POSITIONS:
- **OUTSIDE BACK COVER**
  - Colour: £1,570
- **INSIDE FRONT COVER**
  - Colour: £1,395
- **INSIDE BACK COVER**
  - Colour: £1,395
- **FULL PAGE in conference section in Issue 2**
  - Colour: £1,395

Active link for all ads on the digital version:
- £100

### CLASSIFIED:
- **Line entry** – to include contact details and web
  - £225
- **Box entry** – to include contact details, web, logo and active link on the digital version
  - £350

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**Advertising agency commission - 10%**

All advertisements are accepted subject to the printers approval.

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### READERS:

We asked a census of our members about the **Broker magazine** and:

- **95%** of readers believe the magazine is valuable
- **81%** read the Broker magazine most or all of the time
- **69%** read most or all of the Broker magazine
- **77%** found advertising carried in the publication was relevant to their business

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**www.biba.org.uk**
Mechanical Data

DISPLAY ADVERTISING:
(Height x Width in mm)

FULL PAGE (TYPE) 260 x 180
FULL PAGE (TRIM + BLEED) 297 x 210
   + 3mm bleed (303 x 216)
HALF PAGE (H) 125 x 180
HALF PAGE (V) 260 x 85
QUARTER PAGE 125 x 85

File Formats:

PREFERRED:
High resolution, Press Ready PDF

ALSO ACCEPTED:
High resolution tif (300dpi minimum)
High resolution jpeg (300dpi minimum)
Adobe Photoshop
Quark Xpress - with all fonts and pictures supplied
Illustrator - with fonts outlined, and all fonts and pictures supplied

Artwork is preferred via emailed, but can be sent on CD to:

Craig Barber
Mainline Media Ltd,
The Barn,
Oakley Hay Lodge Business Park,
Great Folds Road,
Northants NN18 9AS

Contact Details

Head of Communications:
Leighann Forsyth
T: +44 (0) 20 7397 0223
forsythl@biba.org.uk

Advertisement Manager:
Carole Blanchett
T: +44 (0) 1536 747333
F: +44 (0) 1536 746565
carole.blanchett@mainlinemedia.co.uk

Advertisement
Production Manager:
Craig Barber
T: +44 (0) 1536 747333
F: +44 (0) 1536 746565
craig.barber@mainlinemedia.co.uk

Publisher:
T: +44 (0) 20 7749 0157
Beetroot Publishing
44 New Inn Yard
London EC2A 3EY

www.biba.org.uk